

## Message Text

UNCLASSIFIED

PAGE 01 GUAYAQ 00498 01 OF 02 212033Z

73

ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W

----- 045634

R 211830Z MAR 75

FM AMCONSUL GUAYAQUIL

TO LEONARD F. CONRAD, PRESIDENT

CONRAD, INC.

P.O. BOX 88

HOUGHTON, IOWA 52631

TEL. 319-469-2631

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3822

USDOC WASHDC

UNCLAS SECTION 1 OF 2 GUAYAQUIL 498

USDOC PLEASE INFO DES MOINES DISTRICT OFFICE

E. O. 11652; N/A

TAGS: BEXP, EC

SUBJ: IV GUAYAQUIL INTERNATIONAL TRADE FAIR - US PAVILION

1. BASED ON THE CONSIDERABLE INTEREST EXPRESSED HERE IN ECUADOR IN YOUR PRODUCTS DURING THE RECENT TRADE MISSION, AND IN VIEW OF THE FACT THAT YOUR POTENTIAL SALES WITHIN THE NEXT YEAR WERE THE HIGHEST OF THE ENTIRE GROUP, WE RECOMMEND FOR YOUR CONSIDERATION AN EXHIBIT IN THE US PAVILION AT THE IV GUAYAQUIL INTERNATIONAL TRADE FAIR THIS FALL. EXHIBIT CAN CONSIST OF SIMPLY CATALOGS, HOTOS, ETC. OR, MORE EFFECTIVELY, DISPLAY OF PRODUCTS. WE ALSO RECOMMEND YOU CONSIDER JOINING FORCES WITH AL BOWN OF SHIVVERS, INC. WHOSE PRODUCTS WE BELIEVE COMPLIMENT YOUR OWN AND WHO, LIKE YOU, GENERATED MUCH INTEREST HERE. ANOTHER IDEA, WOULD BE TO DETERMINE IF STATE OF IOWA DESIROUS OF HAVING YOU EXHIBIT UNDER IOWA BANNER. HOWEVER, AS YOU WILL NOTE BELOW, WE NEED DECISION NEXT MONTH IN ORDER TO GIVE YOU GOOD CHANCE OF OBTAINING SPACE. INFORMATION YOU NEED TO DECIDE FOLLOWS:

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 GUAYAQ 00498 01 OF 02 212033Z

2. FAIR DIRECTOR GENERAL FERNANDO LEBED S. HAS

ASKED FOR LIST OF EXPECTED STATESIDE EXHIBITORS, INCLUDING AMOUNT OF SPACE DESIRED, BY APRIL 15, ALTHOUGH WE BELIEVE THAT HE WILL WAIT UNTIL MAY 1 FOR FINAL ANSWER IF NECESSARY. AFTER THAT HE WILL BEGIN TO COMMIT SPACE TO LOCAL DISTRIBUTORS FOR U.S. FIRMS ALREADY REPRESENTED HERE, AMONG WHICH INTEREST IS ALREADY HIGH. WE SHOULD ALSO RECEIVE AT SAME TIME 20 PERCENT DEPOSIT ON BOOTH PRICE QUOTED BELOW OR, FOR OUTSIDE EXHIBITORS, BASED ON ESTIMATED SURFACE DISPLAY AREA REQUIRED, TO ENSURE PRIORITY CONSIDERATION FOR AVAILABLE SPACE. IF RESERVATION CANNOT BE CONFIRMED, CHECK OR CHECKS WILL BE RETURNED LATER.

3. FOLLOWING IS IMPORTANT DATA FOR YOUR CONSIDERATION:

A. DATE OF FAIR: SEPTEMBER 26 - OCTOBER 12, 1975

B. PRODUCTS WE WISH TO EMPHASIZE (ALTHOUGH OTHERS WILL BE CONSIDERED): PRINTING AND GRAPHIC ARTS EQUIPMENT; BUSINESS SYSTEMS EQUIPMENT; ALL TYPES AGRICULTURAL MACHINERY AND RELATED EQUIPMENT AND SUPPLIES (INCLUDING IRRIGATION EQUIPMENT); FOOD PROCESSING AND PACKAGING MACHINERY; METALWORKING AND FINISHING EQUIPMENT; ELECTRICAL GENERATORS AND SWITCHING EQUIPMENT; FISHING AND FISH-PROCESSING EQUIPMENT; CONSTRUCTION EQUIPMENT; AND VEHICLES AND MATERIALS HANDLING EQUIPMENT FOR USE IN PORTS. OTHER MARKETABLE PRODUCTS, BUT MORE LIMITED IN POTENTIAL SALES, ARE: CHEMICAL PROCESSING EQUIPMENT (ESPECIALLY THERMOPLASTICS AND PETROCHEMICAL PROCESSING); COMPUTERS AND RELATED EQUIPMENT; AND AUTOMOBILE DIAGNOSTIC AND REPAIR EQUIPMENT.

C. PAVILION IS ONE OF TWO LARGEST ON FAIRGROUNDS AND IS IDEALLY LOCATED NEAR ENTRANCE. IT HAS 3,350 SQ. METERS OF INTERIOR SPACE AND 1,000 SQ. METERS OF EXTERIOR ADJOINING SPACE SUITABLE FOR DISPLAY OF HEAVY MACHINERY, ETC.

D. COST TO EXHIBITOR OF STANDARD 3X6 .METER INDOOR STAND IS \$1,800 (ONE THOUSAND EIGHT HUNDRED DOLLARS). THIS INCLUDES: 1) RENTAL OF FLOOR SPACE (VALUE \$18 PER SQ. METER); 2) CONSTRUCTION OF THE STAND, WITHOUT CEILING, UNCLASSIFIED

UNCLASSIFIED

PAGE 03 GUAYAQ 00498 01 OF 02 212033Z

USING LOCAL MATERIALS WITH PLYWOOD WALLS PAINTED WITH LATEX, A 4-INCH CARPETED WOODEN FLOOR, 5 POINTS OF LIGHTING; AND DECORATION OF STAND INCLUDING COMPANY'S NAME ON HEADER, 3 PANELS APPROXIMATELY 1 METER SQUARE FOR PHOTOGRAPHS (THE FAIR WILL ENLARGE 8X10 INCH PHOTOGRAPHS RECEIVED FROM THE EXHIBITOR TO 1 SQ. METER SIZE FREE-OF-CHARGE), AND 3 DISPLAY TABLES; 3) STORAGE FACILITIES FOR EMPTY CONTAINERS; 4) ELECTRICITY AND WATER CONSUMPTION;

5) CONSTRUCTION OF SANITARY FACILITIES FOR USE OF PAVILION EMPLOYEES AND EXHIBITORS; 6) CARPETED AISLES IN THE PAVILION; 7) SECURITY PERSONNEL AND CLEANING CREW; 8) DECORATION OF THE FACADE OF THE PAVILION; AND 9) A 120 SQ. METER AREA TO BE ORGANIZED BY THE CONSULATE INTO A BUSINESS INFORMATION CENTER (BIC) WITH OFFICE AND RECEPTION SPACE AND A CULTURAL EXHIBIT. THE OFFICE AND RECEPTION AREA WILL BE FOR THE USE OF EXHIBITORS.

E. ADDITIONAL DECORATION OF THE STANDS WILL BE AT EXTRA COST.

F. PAVED EXTERIOR EXHIBIT SPACE WILL BE AT \$14 (FOURTEEN DOLLARS) PER SQ. METER, INCLUDING GENERAL LIGHTING, ELECTRICITY AND WATER CONSUMPTION, SECURITY AND CLEANING SERVICES. FURTHER INSTALLATIONS OR DECORATIONS WILL BE AT THE EXHIBITOR'S EXPENSE.

G. CUSTOMS FORMALITIES ARE MINIMAL AND WILL BE HANDLED BY THE FAIR MANAGEMENT. NO IMPORT LICENSE IS REQUIRED. EXHIBITORS WILL ADVISE THE FAIR OF GOODS TO BE IMPORTED AND THE FAIR WILL IN TURN ARRANGE TO CABLE THE APPROPRIATE ECUADOREAN CONSUL TO ISSUE THE NECESSARY PAPERS. THE FAIR ITSELF WILL BE CONSIDERED A CUSTOMS ZONE. EXHIBITORS WILL HAVE SIX MONTHS FROM THE CLOSING OF THE FAIR TO DECIDE RE SALE OF GOODS LOCALLY OR RETURN SHIPMENT.

H. PAYMENTS AND CORRESPONDENCE: CHECKS SHOULD BE PAYABLE TO FERIAS S.A. DEPOSIT OF 20 PERCENT REQUESTED WITH RESERVATION IN WRITING. BALANCE DUE PRIOR TO OPENING OF FAIR. WE RECOMMEND ALL CHECKS, ESPECIALLY, BE FORWARDED THROUGH US TO FAIR MANAGEMENT FOR SPEED AND SAFETY OF DELIVERY. WE ALSO WILLING TO CHANNEL OR RECEIVE FROM NOW ON ANY OTHER CORRESPONDENCE ON BEHALF OF STATESIDE EXHIBITORS TO FAIR.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 GUAYAQ 00498 01 OF 02 212033Z

USE FOLLOWING ADDRESS: US PAVILION, COMMERCIAL SECTION, GUAYAQUIL, DEPARTMENT OF STATE, WASHINGTON, D.C. 20520.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 GUAYAQ 00498 02 OF 02 212159Z

73

ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W

----- 047439

R 211830Z MAR 75

FM AMCONSUL GUAYAQUIL

TO LEONARD F. CONRAD, PRESIDENT

CONRAD, INC.

P.O. BOX 88

HOUGHTON, IOWA 52631

TEL. 319-469-2631

INFO AMEMBASSY QUITO

SECSTATE WASHDC 3823

USDOC WASHDC

UNCLAS SECTION 2 OF 2 GUAYAQUIL 498

USDOC PLEASE INFO DES MOINES DISTRICT OFFICE

E. O. 11652; N/A

TAGS: BEXP, EC

SUBJ: IV GUAYAQUIL INTERNATIONAL TRADE FAIR - US PAVILION

4. CONSULATE, EMBASSY QUITO AND THE DEPARTMENT OF COMMERCE READY

TO PROVIDE ALL POSSIBLE SUPPORT TO EXHIBITORS, INCLUDING RECRUITMENT, DESIGN PACKAGE, PUBLICITY, ORGANIZATION AND STAFFING OF BIC, AMERICA DAY RECEPTION, SEARCH FOR PERSONNEL TO SERVE AS INTERPRETERS, GUIDES, ETC. AND GENERAL RELATIONS WITH THE FAIR. IF YOU DESIRE THAT WE RECRUIT A LOCAL AGENT TO REPRESENT YOUR INTERESTS PRIOR TO, DURING, AND AFTER THE FAIR, WE WILL HELP FIND ONE. ALL CONTRACTING, PAYMENTS, ETC. WILL BE BETWEEN THE EXHIBITORS AND THE FAIR. EXHIBITORS MAY REQUEST A LARGER STAND THAN THE 3X6 OFFERED AT PROPORTIONATELY HIGHER COST, ALTHOUGH CONFIRMATION OF THIS WILL BE SUBJECT TO SPACE AVAILABLE. AFTER MANY NEGOTIATING SESSIONS WITH LEBED WE BELIEVE THAT COST PACKAGE PRESENTED ABOVE IS VERY ATTRACTIVE WITH SEVERAL CONCESSIONS UNAVAILABLE TO OTHER COUNTRIES. LETTER WITH FACT SHEET AND FAIR BROCHURE FOLLOWS BY MAIL.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 GUAYAQUIL 00498 02 OF 02 212159Z

5. RECOMMEND THAT IF OTHER IOWA FIRMS, E.G. SHIVVERS, INTERESTED IN EXHIBITING, THAT YOU GROUP TOGETHER UNDER ONE "UMBRELLA" FOR SAKE OF CONTINUITY, COORDINATION, AND SIMPLIFICATION OF ADMINISTRATION, INCLUDING DEALING WITH FAIR. ALSO RECOMMEND AT LEAST ONE TRIP HERE BY REPRESENTATIVE FROM YOUR FIRM OR GROUP PRIOR TO FAIR, E.G. JULY, TO DETERMINE PROGRESS OF EXHIBIT, MEET FAIR OFFICIALS,

AND PIN DOWN ALL DETAILS PERTINENT TO YOUR DISPLAY.

6. WITH 15 COUNTRIES FROM BOTH SIDES OF THE ATLANTIC ALREADY EXPECTED TO EXHIBIT, AND IN VIEW OF THE FACT THAT 1975 WILL BE A KEY YEAR FOR PENETRATION OF THIS RAPIDLY EXPANDING MARKET, IT WILL BE IMPORTANT TO HAVE A MAJOR US PRESENCE. ALTHOUGH WE WOULD EXPECT TO HAVE NO TROUBLE FILLING THE PAVILION WITH PRODUCTS FROM US FIRMS ALREADY ESTABLISHED HERE, WE BELIEVE IT VERY IMPORTANT TO USE THIS OCCASION TO INTRODUCE NEW FIRMS AND THEIR PRODUCTS. UNFORTUNATELY, TIME IS SHORT AND LOCAL DISTRIBUTORS ARE ALREADY PRESSING FOR SPACE. NEED YOUR TIMELY REPLY.

WILLIAM F. SCHRAGE  
COMMERCIAL OFFICER  
AMERICAN CONSULATE GENERAL  
GUAYAQUIL, ECUADOR

DEWITT

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 21 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975GUAYAQ00498  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750100-0231  
**From:** GUAYAQUIL  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750328/aaaaazfp.tel  
**Line Count:** 242  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 5  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** woolflhd  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 23 SEP 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <23 SEP 2003 by SilvaL0>; APPROVED <30 DEC 2003 by woolflhd>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IV GUAYAQUIL INTERNATIONAL TRADE FAIR - US PAVILION  
**TAGS:** BEXP, EC  
**To:** CONRAD INC STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006